

RECEIVED
CENTRAL FAX CENTER

001/022

MAR 14 2005

PTO/SB/97 (08-03)

Approved for use through 07/31/2005. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Certificate of Transmission under 37 CFR 1.8**Attorney Docket No. ISAA0011**

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office

From: GLENN PATENT GROUP

Customer No.: 22,862

Tel: (650) 474-8400

Fax: (650) 474-8401

on 3/14/2005

Date



Signature

Della Revecho

Typed or printed name of person signing Certificate

Note: Each paper must have its own certificate of transmission, or this certificate must identify each submitted paper.

1. Amendment (21 pages)

This collection of information is required by 37 CFR 1.8. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.8 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

MAR 14 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

5 **In re Application of:** Michelle R. Sandholm **Docket No.:** ISAA0011
 Serial No.: 09/755,738 **Art Unit:** 3629
 Filed: January 5, 2001 **Examiner:** Thai, Cang C.
10 **Title:** MULTI-CHANNEL MARKETING DATABASE DEVELOPMENT
 METHODOLOGY

March 14, 2005

15 Commissioner for Patents
 Mail Stop Non Fee Amendment
 P.O. Box 1450
 Alexandria, VA 22313-1450

20 **Amendment**
 Sir:

 This Amendment is in response to the Office Action, dated December 15, 2004,
 for the above-identified patent application. Attached hereto is an Amendment to
25 the Claims. The Commissioner is hereby authorized to charge any additional
 fees due or credit any overpayment to Deposit Account No. 07-1445.